

Making Inclusive Content

This document is to complement the video on creating inclusive content, and includes some specific tasks and tools you can use for making your content inclusive and accessible.

Develop Visual Content with Accessibility in Mind

When you are designing graphics, infographics, and other visual content for social media, make sure to use high-contrast colours and readable fonts. Avoid colour combinations that are difficult for colourblind individuals to distinguish.

Use tools like [Colour Contrast Checker](#) to simulate how your content will appear to colourblind users. Ensure text overlaid on images has sufficient contrast to be readable.

Use Simple and Clear Language

Write your posts in plain language to make them easily understandable for a wider audience, including non-native speakers and individuals with cognitive disabilities.

For example: Instead of writing "The implementation of this feature will facilitate user engagement," say "This feature will help users interact more easily."

Leverage Hashtags Thoughtfully

Use relevant and inclusive hashtags to increase the visibility of your content within diverse communities. Avoid using overly niche or potentially offensive hashtags.

Additionally, where a hashtag includes multiple words, capitalise the first letter in each word. For example, #warwickstemday should be #WarwickSTEMDay

Incorporate Diverse Imagery

Use images and videos that represent a diverse range of people in terms of race, age, gender, abilities, and cultural backgrounds. However, make sure that is not tokenistic, and that your use of the images reflects the real life scenarios.

Highlight User-Generated Content

Encourage and share content created by your diverse audience. This not only amplifies their voices but also showcases the inclusivity of your community.

You could run a campaign that asks your followers or people within your department to share their stories or experiences related to your brand using a specific hashtag, and feature their posts on your official social media channels.

Provide Image Descriptions

Make sure to include image descriptions for all images included in your posts. For complex images, such as infographics or data charts, provide detailed descriptions in addition to alt text.



Alt Text: A red apple hangs from a single tree branch, with green leaves shown. The background is blurred but shows green outdoor spaces

Additionally, if you are appearing in a video or livestream take the time to visually describe yourself for the audience, e.g. "I am a white man, with brown hair and beard, blue glasses and I am wearing a green jumper."

Create Content with Multiple Formats

Where possible, offer your content in various formats to cater to different preferences and needs. For example, if you make a video, can provide an audio-only version, or perhaps a text summary or transcription. This allows users to choose the format that best suits their needs.

Promote Events with Accessibility Information

When promoting your events, clearly mention the accessibility features available, such as sign language interpreters, wheelchair access, or live captioning.

Highlight Inclusive Practices and Policies

Share your organization's commitment to diversity and inclusion through posts highlighting your inclusive practices and policies.

Host Inclusive Conversations and Live Sessions

If you are running livestreams, make sure to include a diverse range of speakers and topics, including strong representations for multiple genders, ethnicities and disabled contributors

Foster a Safe and Inclusive Community

Create and enforce community guidelines that promote respectful and inclusive interactions among your audience. This can be done by including information in bios that affirm your commitment to creating a safe community, and also making sure you are familiar with your organisations policies on safe use of social media.

Feature and Celebrate Diverse Holidays and Awareness Days

Acknowledge and celebrate a wide range of cultural, religious, and social awareness days through your content.

This could include creating content celebrating Diwali, Eid, LGBT History Month and International Day of Persons with Disabilities, ensuring to educate your audience about the significance of these days.

By integrating these into your social media strategy, you can further enhance the inclusivity and accessibility of your content, ensuring that it reaches and resonates with a diverse audience.